
Alcohol Brands on Social Media

*H2 2018 insights for
Spirits brands across whiskey,
vodka, gin, rum, & tequila*

Pour me a drink

As digital audiences turn away from traditional advertising, the role of the brand has evolved. Brands are expected to entertain, to inform, and to be more human than ever.

Alcohol brands in particular already have to contend with a number of advertising regulations. Despite this, our data shows social users are strongly engaging with liquor-focused content, with 71 million engagements so far this year for beer, wine, & spirits.

According to BevSpot, spirits are the most ordered beverage in its bars and stores, just edging out beer and wine.

What does social media reveal about trends in spirits consumption? What brands are the buzziest? When do people share content for those brands and in what context? In our analysis, we dived into the must-know trends for hard alcohol on social media.

In this report you'll find:

- A competitive analysis of distributors
- Which brands are biggest on social, across vodka, whiskey, gin, rum, & tequila
- How social users engage about alcohol brands, platform-by-platform
- How different audiences engage with spirit trends
- Trends for holiday campaigns ahead of the end of the year

71 mil

Our data shows social users are strongly engaging with liquor-focused content, with 71 million engagements so far this year for beer, wine, & spirits.

Competitive Analysis

Spirit distributors

Spirits Distributors on Social Media

How have distributors fared on social media this year?

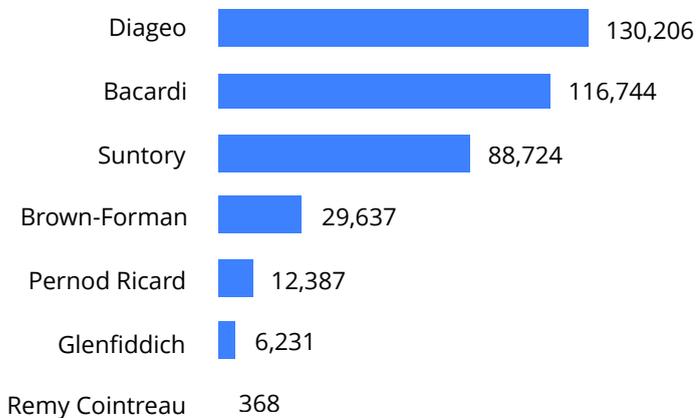
While their brands may be more well-known, there were stories about each distributor that spiked across social channels this year.

Diageo was the buzziest brand on social, followed by Bacardi Limited not too far behind. Suntory, in third, had the highest average social engagements for content mentioning the brand.

As we'll see on the next slide, the stories that drove buzz for these brands were often either proactive or reactionary.

Pernod Ricard drove buzz on social for its decision to ban plastic straws, while Brown-Forman ended up in the spotlight due to Mexican tariffs against American whiskey.

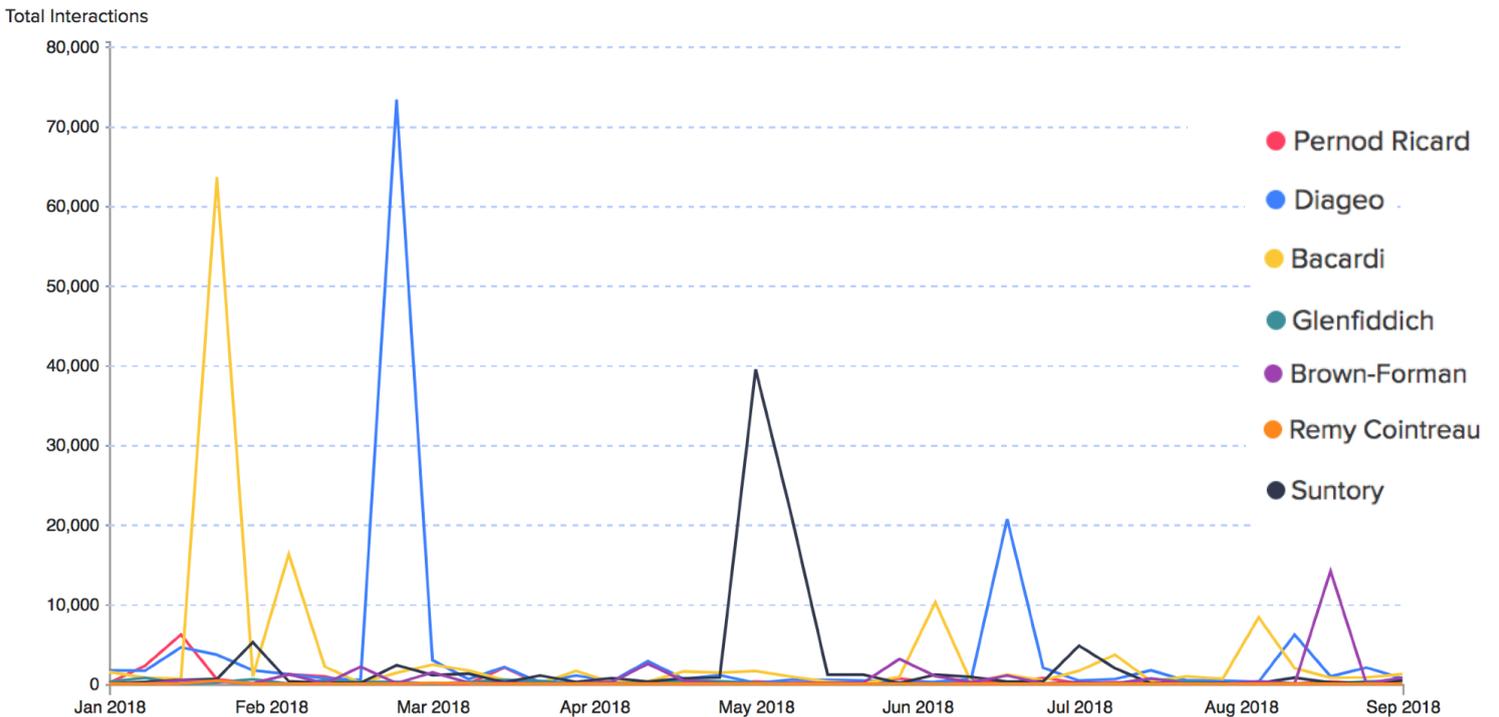
Total engagements to web articles:
Facebook, Twitter influencer shares, and Pinterest



Diageo takes #1

Diageo was the buzziest of spirit distributors in 2018-to-date, with 130,000 engagements across Facebook, Twitter, and Pinterest on web articles mentioning the company.

Spirits Distributors: The year on social



<p>January: Bacardi acquires Patron Tequila for \$5.1 billion</p> <p>Pernod Ricard bans plastic straws & stirrers</p>	<p>February: Bottle of 50-yr-old Yamazaki whisky by Suntory fetches record \$298,879 at auction</p>	<p>March: Jane Walker whisky: Diageo replaces Johnnie on special edition bottles</p>	<p>May: Suntory Time: Hibiki Whisky Discontinued As Aged Japanese Whisky Runs Dry</p>	<p>June: Diageo: Guinness to open its first American brewery in 64 years</p> <p>Tanduay dislodges Bacardi as world's No. 1 rum</p> <p>Brown-Forman: Mexico hits Tennessee whiskey with tariffs</p>	<p>July: Suntory: PETA Persuades 4 More Companies to End Animal Tests</p>	<p>August: Bacardi House Party Session's New Banger 'Aatank' Is Here</p> <p>Brown-Forman: Jack Daniel's maker is planning to raise prices because of tariffs</p> <p>U.K. alcohol giant Diageo circling Canada for cannabis deals</p>
--	--	---	--	---	--	---

*Engagements calculated from NewsWhip Analytics for Facebook, Twitter Influencers, and Pinterest engagements to web content.

Competitive Analysis

Liquor on social

What are you having?



According to BevSpot, vodka is historically the top-selling spirit in the U.S. when measured by cases sold. However, whiskey is the top-selling spirit for the past three years, and tequila & mescal aren't far behind.

When we looked at social engagements for most of Q3 2018, we saw that the buzziest spirit was whiskey. Along with gin and vodka, the three spirits have each driven 4 million engagements just on web content so far this year.

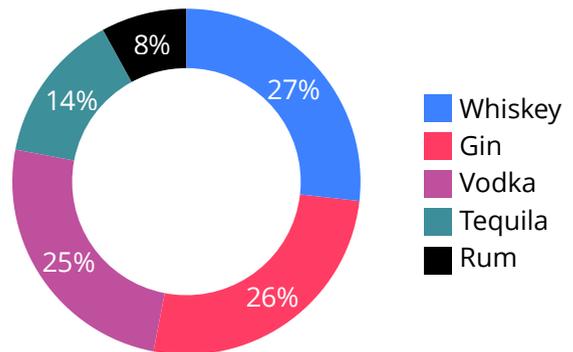
In this section, we looked at:

- The top spirit brands on social across vodka, whiskey, gin, rum, and tequila
- How the top brands on social correlated to the most-ordered brands
- How web engagements compared to native Facebook posts
- The top trends for leading brands

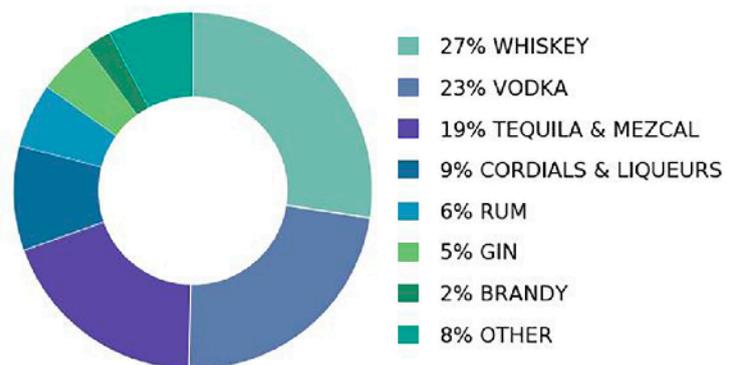
27%

The percent that whiskey accounted for in terms of both spirits orders, and share of social media buzz.

Total engagements to web articles for spirit types: Facebook, Twitter influencer shares, and Pinterest



Spirit Types
By Percent of 2018 Spirit Orders



Competitive Analysis

Whiskey

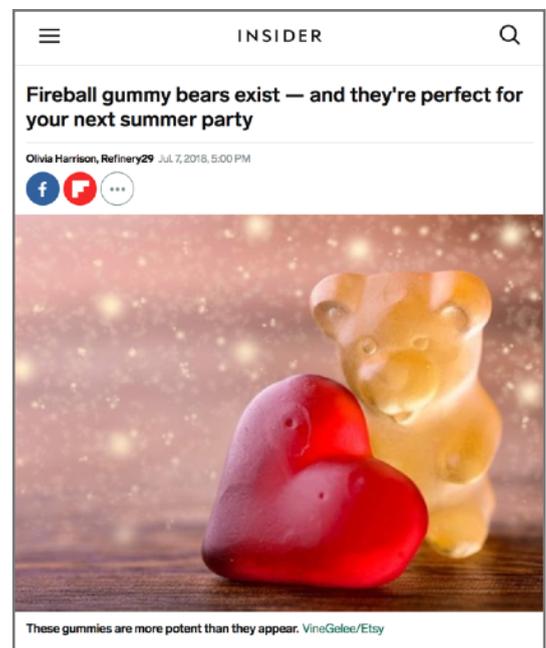
Whiskey: The brand that's on fire

When we looked at the data, the top whiskey brand was by far and away, Fireball Cinnamon Whiskey.

Today, Fireball is the best-selling liqueur in the United States, going from \$1.9 million in sales in 2011 to \$863.5 million in 2014.

Fireball has built up a legend around itself. Whether it's concerns of anti-freeze, or insane products, Fireball comes across as a rebel brand.

A major component of the brand's success is its embracing of social media. The brand's even scored tickets to Coachella, and built an app for an official drinking game.



Top whiskey brands on social

Which Whiskey brand is driving the most buzz on social media? We stacked the most-ordered brands against one another.

In our analysis, we looked at articles produced between July 1st and September 14th, 2018. We tracked the number of Facebook, Twitter, and Pinterest engagements for articles focused on these distinct brands.

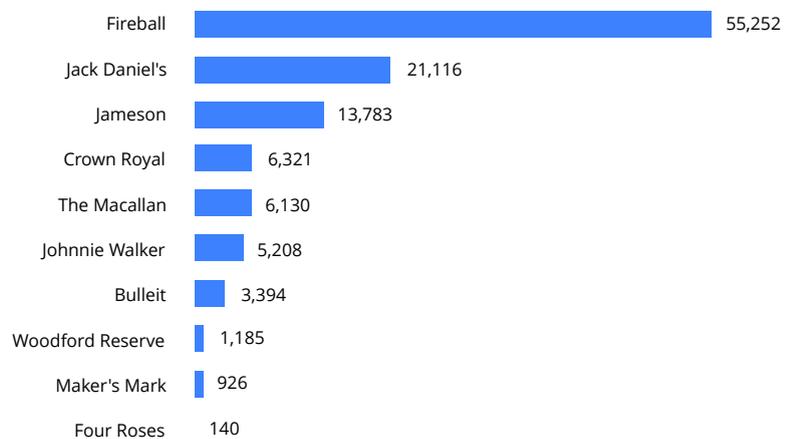
Fireball, while a distant #7 in orders, is the top brand for social engagements. This bumps Jameson and Jack Daniel's down.

In terms of average Facebook engagements, Fireball was by and away on top, with 1,412 per article, compared to Jameson's 95 per article.

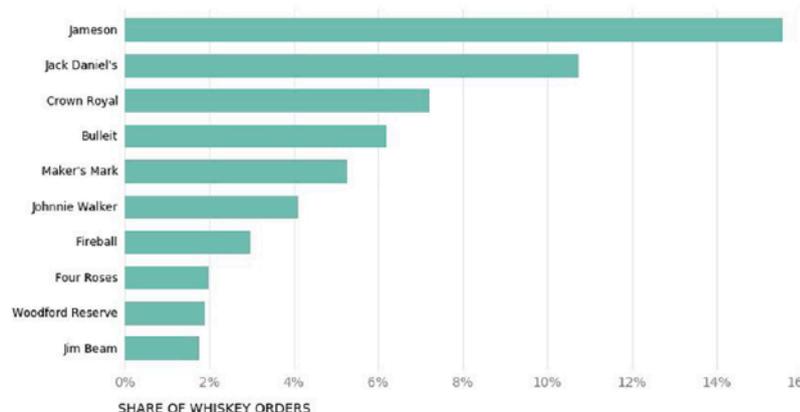
For comments, Fireball saw an average of 517, compared with Jack Daniel's in second, with an average of only 35 comments per article.

On Pinterest, Crown Royal and Fireball were neck and neck for the top spot, followed by Jameson.

Biggest Whiskey Brands by Social Engagements



Whiskey Brands
By Percent of 2018 Whiskey Orders



Whiskey content trends

WEBSITE	GROUP	HEADLINE	TOTAL
THISISINSIDER.COM	FIREBALL	Fireball gummy bears exist — and they're perfect for your next summer party	15212
MONEY.CNN.COM	JACK DANIEL'S	Jack Daniel's maker is planning to raise prices because of tariffs	13146
DIYWAYS.COM	FIREBALL	Fireball Apple Cider Is The Easiest Fall Drink You'll Ever Make	8998
9GAG.COM	FIREBALL	Fireball Whiskey Gummy Bears Are The Party In Your Mouth	8628
DIYWAYS.COM	FIREBALL	Fireball Hot Chocolate Will Make You Pray For Cold Weather To Come	7810
THISISINSIDER.COM	FIREBALL	Fireball gummy bears exist — and they're perfect for your next summer party	7314
IRISHPOST.COM	JAMESON	A Guinness and Jameson Irish stew recipe St. Patrick would be proud of	6064
ABC13.COM	CROWN ROYAL	Thief makes off with 24 bottles of Crown Royal from Spec's	3485
VICE.COM	JAMESON	Let's Get Craic'n	3004
WHISKEYRIFF.COM	FIREBALL	Fireball Apple Sangria Will Be Your Drink of Choice This Fall	2886

When we looked at the stories that drove the most buzz, a few trends stood out to us.

Six of the top ten stories were around Fireball, specifically around seasonal recipes and quirky product offerings.

Other stories that performed well was an article about Jack Daniel's raising prices in response to tariffs, a quirky crime story about Crown Royal bottles being stolen, and a partnered Irish

Whiskey travel/recipe guide from VICE & Jameson.

A note about these stories is that they're actionable or eccentric.

The actionable stories stand out because readers might be inspired to buy a product, plan a trip, or try a recipe. The weird ones stand out because they cause a "thumb-stopping moment" amid other stories.

Whiskey content trends on Facebook

FACEBOOK PAGE	HEADLINE	TYPE	TOTAL
TASTE LIFE	How to make a 3d Jack Daniel's bottle cake	Video	20009
UNILAD	Jack Daniel's Sundae	Video	18631
HYGO	Jack Daniel's Sundae	Video	15805
THE IRISH POST	Guinness & Jameson Ice Cream Float Recipe	Video	11232
9GAG	Fireball Whiskey Gummy Bears Are The Party In Your Mouth	Link	6692
DELISH	This Fireball Party Bucket Has 20 Bottles Of Fireball Whiskey Inside	Link	5732
TASTY	Grapefruit Penicillin	Video	5678
THE IRISH POST	A Guinness and Jameson Irish stew recipe St. Patrick would be proud of	Link	5066
CNN	Jack Daniel's maker is planning to raise prices because of tariffs	Link	5048
REMEZCLA	Jack Daniel's / Grill Collab San Antonio	Video	4235

On Facebook, the top posts were primarily videos or link posts. Nearly all of the top posts on Facebook were recipes or crazy concoctions using one of the whiskey brands.

Competitive Analysis

Vodka

Vodka: Smirnoff gets lit

Across vodka brands, Smirnoff's is the top on social media by a long shot. Is it any surprise when this is the brand behind the infamous Ice Challenge?

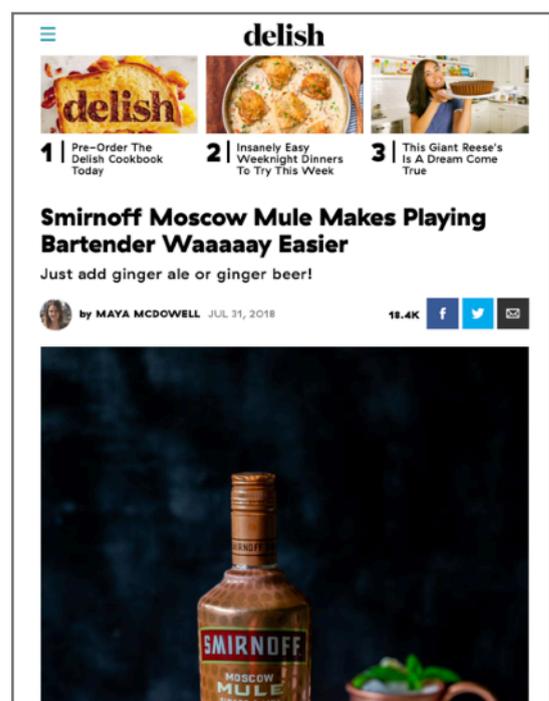
Smirnoff has been an early adopter of social formats as they emerge. According to Digiday, Smirnoff has made Instagram Stories an always-on part of its media plan in the U.S. just eight months after its first test.

The brand keeps a cohesive and consistent profile on its social channels, using bold colors to make its posts eye-popping and including a bottle of Smirnoff in almost every picture.

Recently, its included fan-favorite actors like Jonathan Van Ness and Laverne Cox.

"You're not just getting the ad, which isn't really what the consumer wants to see in this space; you're getting something cool that's happening in the creation of that ad," said Jay Sethi, VP of Smirnoff to Digiday.

"We've changed the makeup of our content production team to consist of people who are able to make great creative on the fly but also take the time to experiment with new channels and formats."



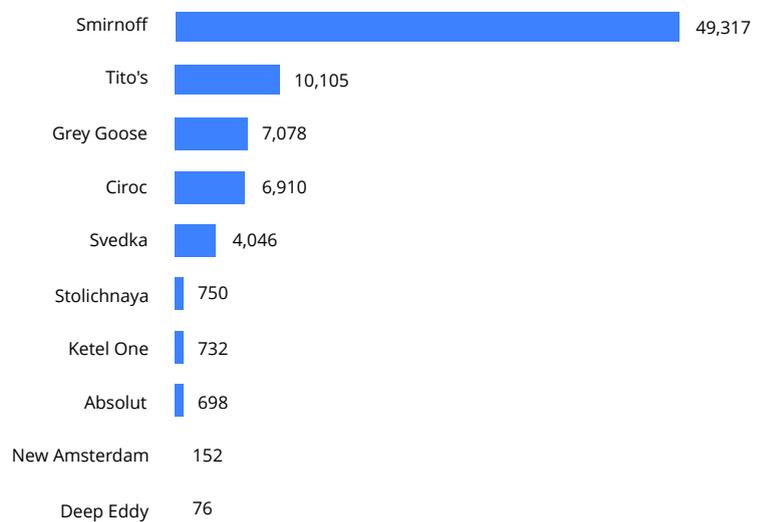
Top vodka brands on social

When it comes to vodka brands, we see a similar shakeup like we did for the whiskeys. Smirnoff displaced the most-ordered brands, Tito's and Grey Goose for social engagements.

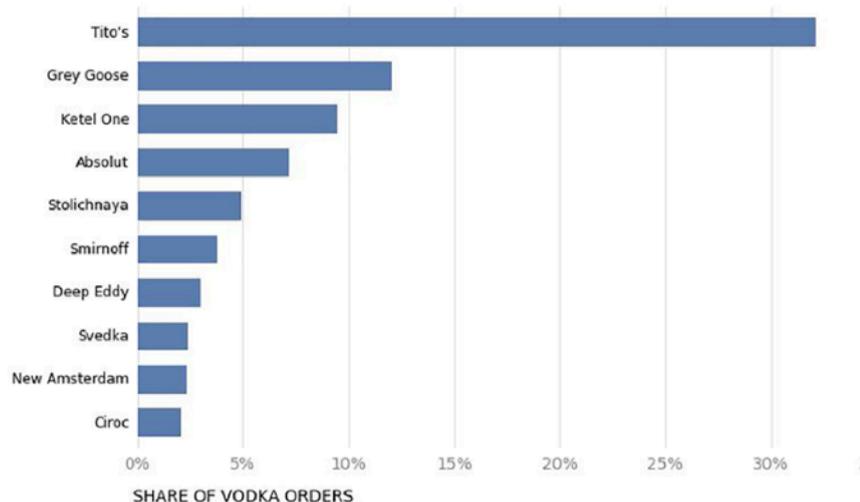
According to BevSpot, Absolut and Smirnoff are considered the reigning kings in the vodka industry, but Tito's orders at bars and restaurants have skyrocketed over the past few years.

Even with average engagements, Smirnoff saw a notable 279 to Tito's 180. The brand was dethroned on Pinterest by both Absolut and Ketel One, which saw some traction there.

Biggest Vodka Brands by Social Engagements



Vodka Brands
By Percent of 2018 Vodka Orders



Vodka content trends

WEBSITE	GROUP	HEADLINE	TOTAL
DELISH.COM	SMIRNOFF	Smirnoff Moscow Mule Makes Playing Bartender Waaaaay Easier	21619
WHISKEYRIFF.COM	SMIRNOFF	Smirnoff Unveils A Limited Edition Moscow Mule Flavor... Stock Up Now	17007
AOL.COM	TITO'S	The women behind your favorite liquor brand are disrupting the industry with dogs, charity and love	4243
KTLA.COM	SVEDKA	Corona Beer's Owner Invests \$4 Billion More in Cannabis Company	3567
BUSTLE.COM	SMIRNOFF	Smirnoff Just Launched A Moscow Mule Flavor & The Drink Possibilities Are Endless	2341
RARE.US	TITO'S	Tito's Vodka Owner Is One of the Richest People in America	1476
SURVEYMONKEY.COM	TITO'S	Tito's Vodka & Jenkinson's Animal Rescue Donation Finalists Survey	1060
MARKETWATCH.COM	SMIRNOFF	Pot stocks rampage amid expectations of more big deals with traditional companies	1038
FINANCE.YAHOO.COM	SMIRNOFF	Pot stocks rampage amid expectations of more big deals with traditional companies	883
GISTTOWNMEDIA.COM	CIROC	Wizkid bags endorsement deal with Ciroc (Video)	767
RT.COM	STOLICHNAYA	Welcome back: Russia reclaims rights to Stolichnaya vodka brand after bitter legal fight	732

These were the top stories around vodka brands across Facebook, Twitter Influencers, and Pinterest.

The top articles were a little more business and product focused, than what we saw for the whiskey content. The top two articles were about a limited edition Smirnoff flavor.

Five of the top stories were about business news for these brands, with three of those about alcohol brands investing in cannabis companies.

There were some distinct trends, brand by brand. For half of the vodka brands, their most engaging story in Q3 had to do with news from the business itself.

Other stories were recipes, as well as new products and pop culture tie-ins.

Top vodka brands on Facebook Pages

Vodka content is vastly more interesting on Facebook's platform, in terms of native content. As we'll see on the next slide, this could be due to video content, which is a favored format on the platform.

On Facebook, the top brand is Grey Goose, with 207k interactions in the 2.5 month period we analyzed.

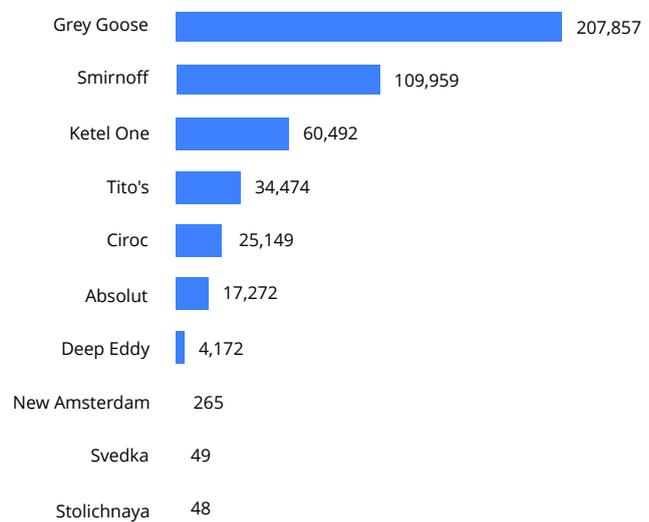
This sizable jump for Grey Goose was due to a sponsored video campaign with Denzel Washington and Jamie Foxx. After Grey Goose, Smirnoff remains on top.

On Facebook, the top posts about vodka brands were almost all videos.

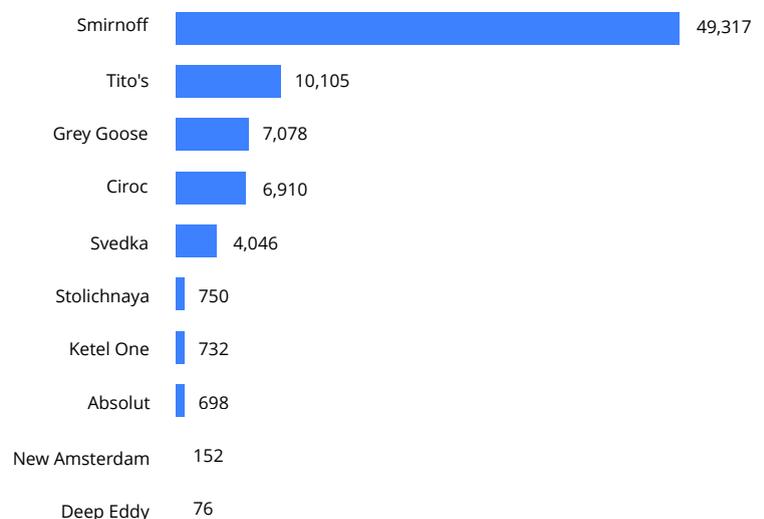
The top two videos were branded content from Grey Goose, where Denzel Washington and Jamie Foxx discussed various topics.

After those, the other top posts were seasonal recipes from BuzzFeed Tasty and interesting products like Smirnoff Ice Skittle Bombs and a vodka for dogs.

Biggest Vodka Brands by Native Facebook Engagements



Biggest Vodka Brands by Social Engagements



Competitive Analysis

Rum

Rum: The captain of social

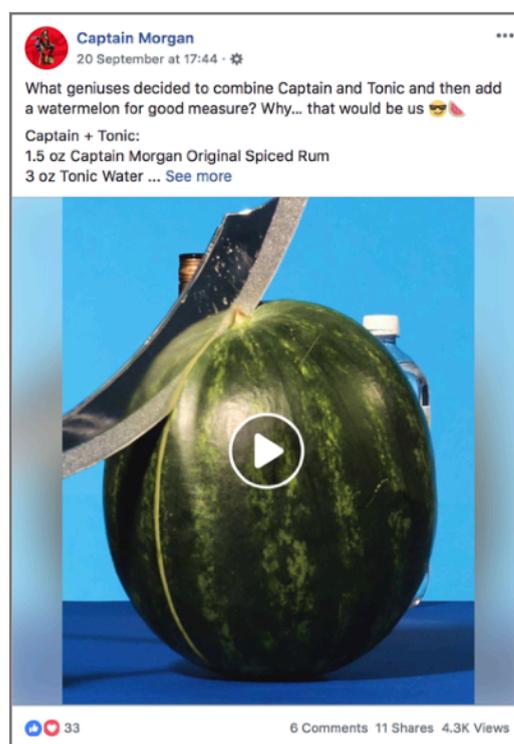
When it comes to rum brands, Captain Morgan is supreme.

The brand's success in Q3 mostly came from seasonal product releases like Pumpkin Spice and "Apple Smash" varieties. Other stories had to do with its distributor, Diageo, looking into cannabis.

The brand works well with influencers, most recently partnering with Adam Devine. In 2017, its #CelebrateLikeTheCaptain campaign starred footballers Wes Morgan and Rio Ferdinand, leading to Diageo's most successful European ad campaign.

On Facebook, Captain Morgan creates snazzy and unique recipe videos that have fans buzzing in the comments with feedback and pics of their own concoctions.

The brand expanded this year to Spotify campaigns, allowing Captain Morgan to target more varied audiences like female drinkers.

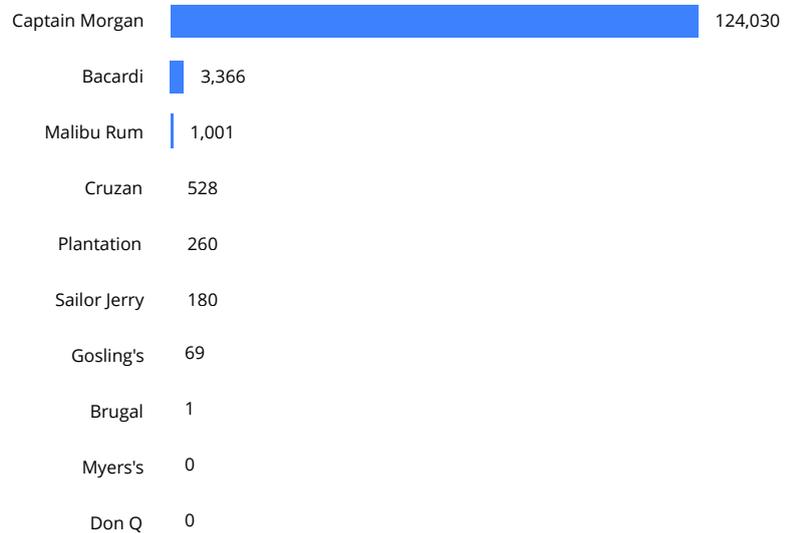


Top rum brands on social

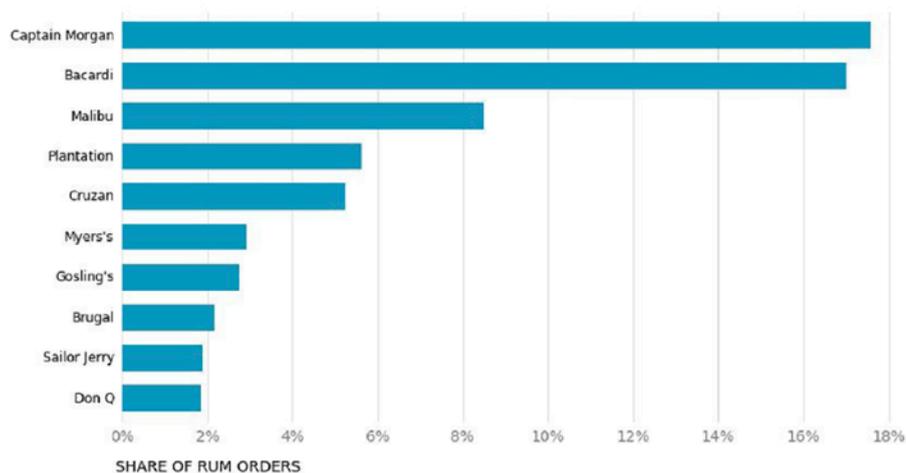
For our 2.5-month analysis, web content on Captain Morgan had 36.9x the engagements as the second-place brand, Bacardi.

The top three rum brands on social media are also the top three by percent of orders, according to BevSpot. However, engagements are pretty small across the rest of the brands.

Biggest Rum Brands by Social Engagements



Rum Brands
By Percent of 2018 Rum Orders



*Engagements calculated from NewsWhip Analytics for Facebook, Twitter Influencers, and Pinterest engagements to web content.

Rum content trends

WEBSITE	GROUP	HEADLINE	TOTAL
DELISH.COM	CAPTAIN MORGAN	Captain Morgan's New Drink Tastes EXACTLY Like Apple Jolly Ranchers	61533
SIMPLEMOST.COM	CAPTAIN MORGAN	Captain Morgan Has A New Pumpkin Spice Rum And It's Perfect For All Fall Cocktails	26815
DELISH.COM	CAPTAIN MORGAN	Well, Fall Is Here And It Brought You Some Pumpkin Spice Rum	21643
BUSTLE.COM	CAPTAIN MORGAN	Captain Morgan Has A Pumpkin Spice Rum That Legit Looks Like A Pumpkin	6461
COSMOPOLITAN.COM	CAPTAIN MORGAN	You Can Now Spike Your PSL with Some Pumpkin Spice Rum	2830
WIDEPENEATS.COM	CAPTAIN MORGAN	Pumpkin Spice Rum is The Greatest Fall Drink (Even Better than a PSL)	2743
VINEPAIR.COM	CAPTAIN MORGAN	Captain Morgan's Pumpkin Spiced Rum Is Back In Time For Fall	1796
LIFEISBEAUTIFUL.COM	BACARDI	Official After Party Series - 2018 Life Is Beautiful Music & Art Festival	826
BLOOMBERG.COM	BACARDI	Patrón Made Tequila Top-Shelf. Will Bacardi Dilute It?	704
INYOURAREA.CO.UK	BACARDI	Pop-up bar takes over empty Reading restaurant	692
RT.COM	STOLICHNAYA	Welcome back: Russia reclaims rights to Stolichnaya vodka brand after bitter legal fight	732

As to be expected, most of the top articles were around Captain Morgan. Bacardi rounded up the list with the 8th, 9th, and 10th most viral stories.

Seasonal trends were responsible for Captain Morgan's top stories of Q3 2018. If you thought we had hit peak-Pumpkin Spice in previous

years, the top articles here will show the PSL is strong on social.

Bacardi's top articles were about experiential marketing events, as well as how Bacardi is handling recently acquired Patron tequila.

Other stories were recipes, as well as new products and pop culture tie-ins.

Top rum brands on Facebook Pages

As we've seen with the other spirits, there's potential for much bigger buzz on native Facebook posts.

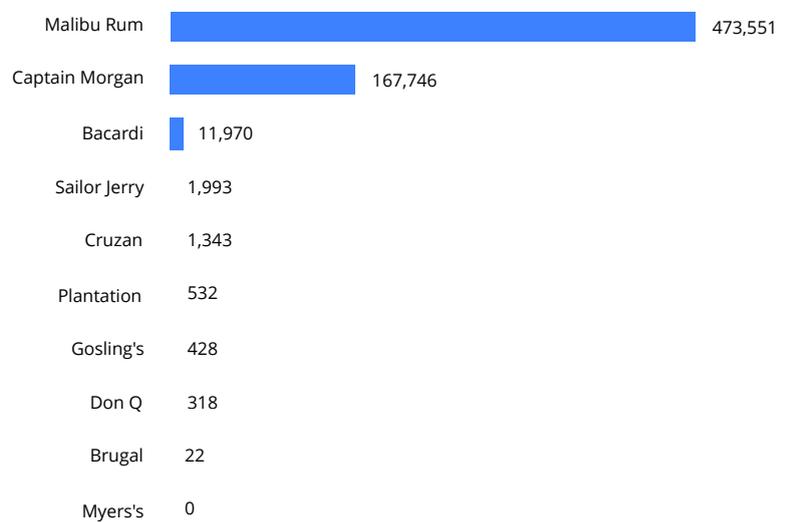
Here, we see an upset where Malibu Rum dethrones Captain Morgan and Bacardi both. This success is almost entirely due to a post from BuzzFeed Tasty, which drove 458,000 engagements.

Beyond that, we saw some of Malibu's top content come from partnered posts with Dole Sunshine.

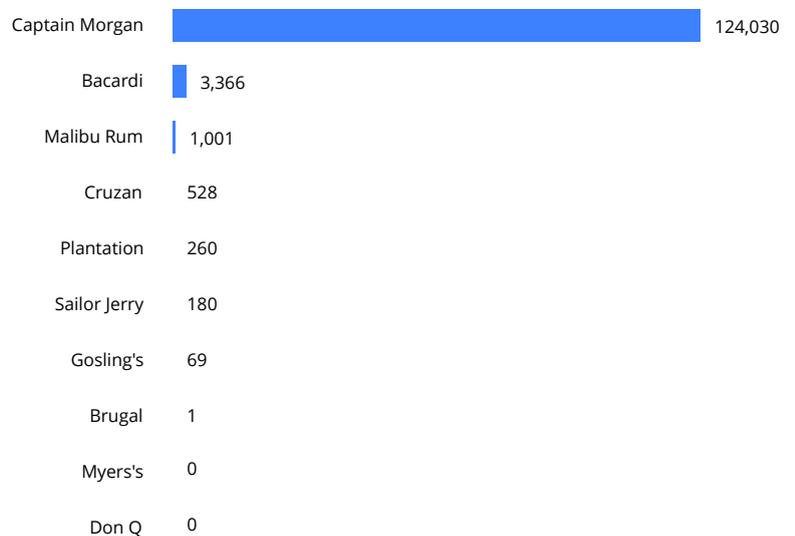
The top posts generally came from Tasty and Delish, two of the biggest food publishers on social media.

The posts featured recipes and new products from the brands. Seven of the top posts were for Captain Morgan, two were for Malibu Rum, and one was about Bacardi..

Biggest Rum Brands by Native Facebook Engagements



Biggest Rum Brands by Social Engagements



Competitive Analysis

Gin

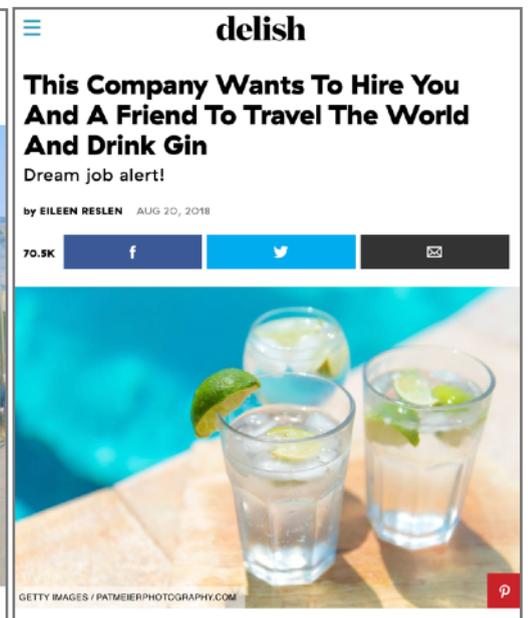
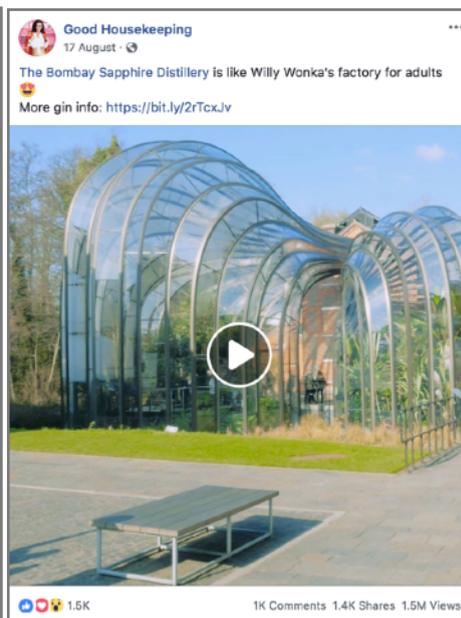
Gin: Bombs away for Bombay

Bombay Sapphire is a little quieter and more refined than some of the spirit brands we've highlighted before. Other than Facebook, the brand maintains a pretty low profile on its owned channels.

Instead, Bombay Sapphire has plenty of quirky stories building buzz for it.

The brand's recent campaign to send someone around the world to drink gin, had more than 10,000 applicants, including an eager Ryan Reynolds.

The brand also regularly invites its fans to be involved in other ways, such as through an art competition and an imaginative bartender competition.



Top gin brands on social

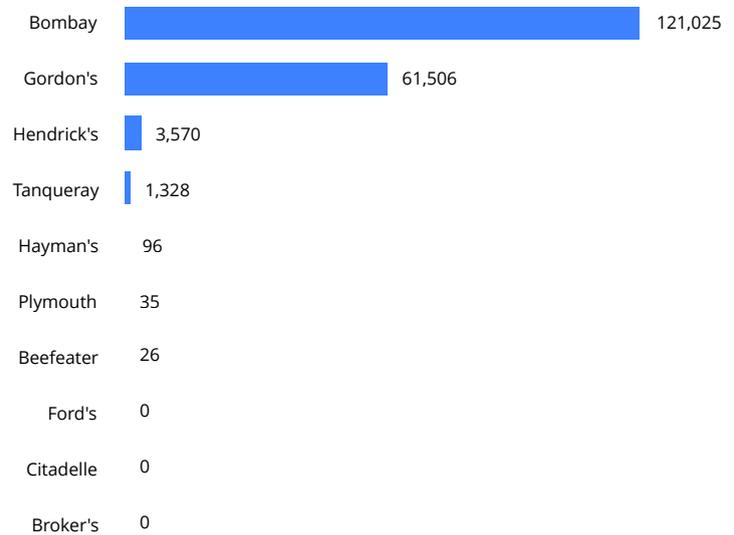
According to BevSpot, gin is a relatively concentrated market.

The top four brands collectively represent about 60 percent of gin orders for BevSpot bars. Ford's, The fifth-ranked gin brand on BevSpot, represents just over 3 percent of orders.

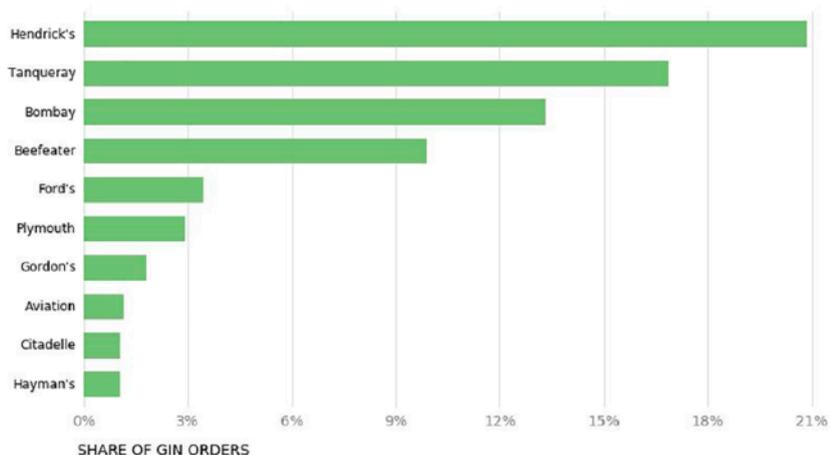
On social media, this was even more pronounced for Q3 2018. Bombay was by far the top brand across Facebook, Pinterest, and Twitter Influencer Shares.

Even when ranked against native Facebook content, Bombay's web content drove more engagements.

Biggest Gin Brands by Social Engagements



Gin Brands
By Percent of 2018 Gin Orders



Gin content trends

WEBSITE	GROUP	HEADLINE	TOTAL
DELISH.COM	BOMBAY	This Company Wants To Hire You And A Friend To Travel The World And Drink Gin	71748
MIRROR.CO.UK	GORDON'S	Tesco are selling huge multipacks of pink gin for a bargain price	29883
PRETTY52.COM	GORDON'S	You Can Get A Crate Of Gordon's Pink Gin And Tonic Cans For A Tenner From Tesco	20568
THRILLIST.COM	BOMBAY	This Company Will Pay You to Travel Around the World and Drink Gin	14831
DAILYRECORD.CO.UK	GORDON'S	Tesco are selling huge multipacks of pink gin for a bargain price	6034
MANCHESTEREVENING NEWS.CO.UK	BOMBAY	You can get paid to travel the world and drink gin - and take along a friend	4568
INDY100.COM	BOMBAY	A new job wants someone to travel the world and drink gin	2981
THESUN.CO.UK	BOMBAY	You can now get paid to travel the world and drink gin... and there's no catch	2544
WMUR.COM	BOMBAY	This company wants to pay you to travel the world while drinking gin	2365
TV5.ESPN.COM	GORDON'S	Gordon's Gin Boars: The last Ginebra team to win the PBA Commissioner's Cup	1956

These were the top stories around gin brands across Facebook, Twitter Influencers, and Pinterest.

The entire top ten list was divided by Bombay and Gordon's.

For Bombay, a quirky story about the company wanting to hire an everyday person to travel the world and drink gin went viral several times over.

For Gordon's, a pink gin and tonic product went viral multiple times as well. (And that it was on sale helped.)

Beyond the aforementioned trends around quirky company news and products, we saw different trends emerge for the other gin brands.

Most of those were about gin-related events, such as a gin cinema and a "drinking in the dark" gin tasting.

Top gin brands on Facebook Pages

As we've seen before, there's room for brands to pick up virality on Facebook through native media like videos and photos.

There's different audience intent on native platforms vs. browsing on the web.

On Facebook, Tanqueray takes the #1 spot, followed by Gordon's and Bombay.

However, this is almost entirely due to a video from BuzzFeed Tasty, which had 111k engagements.

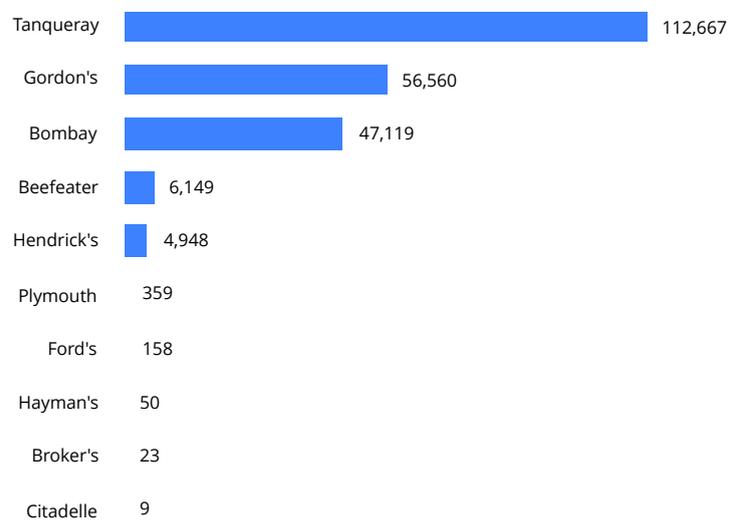
That top Facebook post was a video of gin & tonic's made four different ways.

The pink gin and tonic from Gordon's again made the top ten, this time on Facebook Pages like the Hook, Pretty52 and Food Bible.

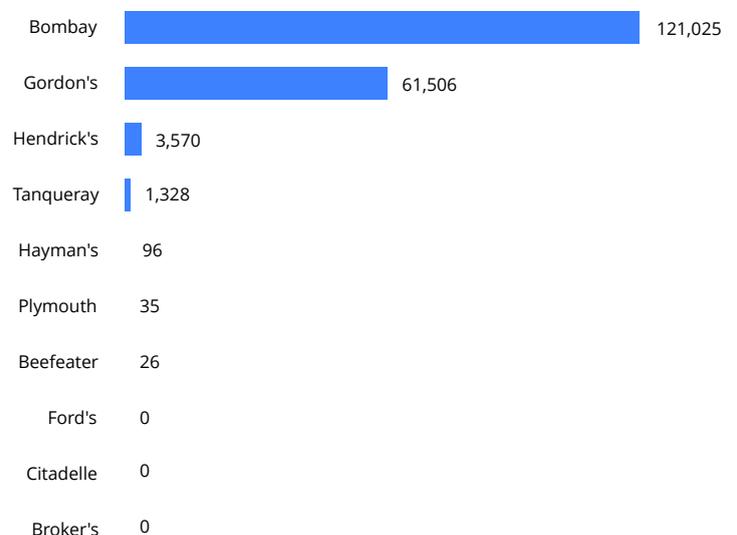
Two of the top posts about Bombay was about its distillery.

One of the top posts came from a brand's own page, Beefeater.

Biggest Gin Brands by Native Facebook Engagements



Biggest Gin Brands by Social Engagements



Competitive Analysis

Tequila

Tequila: C is for Casamigos, Cuervo, (and Clooney)

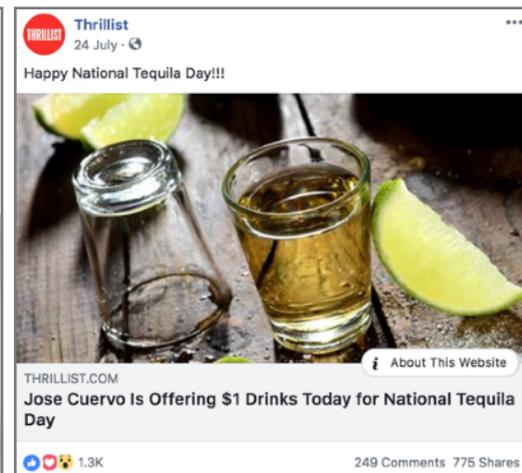
The top tequila brands on social were Casamigos and Jose Cuervo.

Given that Casamigos' buzz almost entirely came from its connection to George Clooney, here's a look at why Jose Cuervo does so well on social.

The popular tequila brand consistently delivers fun, relevant, and product-focused content that is created with a social audience in mind.

From quirky products like pink margaritas, \$1 dollar drinks for National Tequila Day, and behind-the-scenes looks at how the tequila is

made, this brand satisfies audiences' curiosity and gives them something to get excited about.



Top tequila brands on social

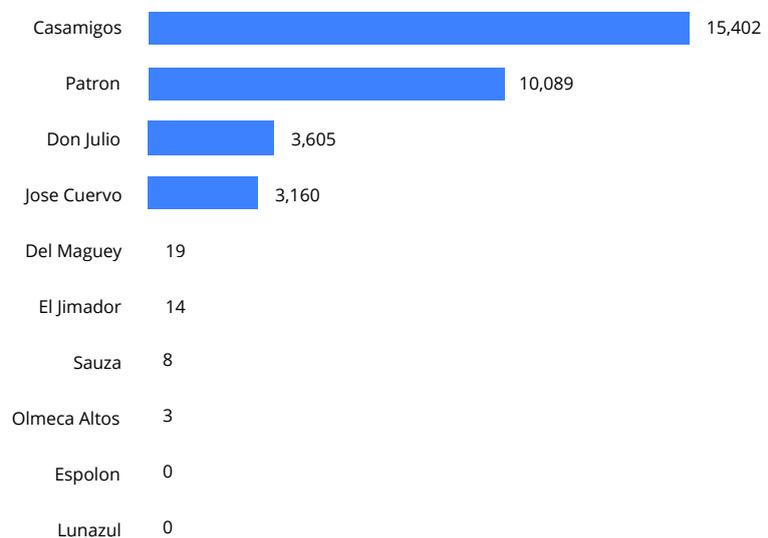
According to BevSpot, Patrón and Don Julio are the top most-ordered tequila brands by a wide margin.

“But the variety of other producers on the list that are growing their market share (Sauza and Casamigos, for example) may demonstrate that many bar programs are going deeper into the tequila and mezcal space, perhaps specializing in those spirits entirely.”

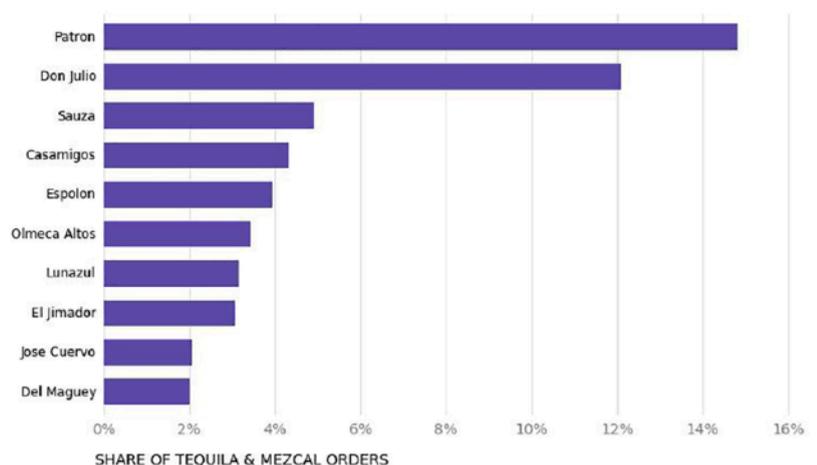
Indeed, our findings echo this. Casamigos was the biggest tequila brand on social in Q3, edging out Patrón and Don Julio. However, this is likely due to George Clooney’s involvement with the brand.

Don Julio and Jose Cuervo had the highest average engagements at 291 and 175, respectively.

Biggest Tequila Brands by Social Engagements



Tequila & Mezcal Brands
By Percent of 2018 Tequila & Mezcal Orders



Tequila content trends

WEBSITE	GROUP	HEADLINE	TOTAL
FORBES.COM	CASAMIGOS	The World's Highest-Paid Actors 2018: George Clooney Tops List With \$239 Million	6742
THRILLIST.COM	JOSE CUERVO	Jose Cuervo Is Offering \$1 Drinks for National Tequila Day	4044
ESQUIRE.COM	CASAMIGOS	George Clooney Makes \$27,283 Every Hour Thanks to Tequila	2809
HUZLERS.COM	DON JULIO	As Mexico Loses To Brazil In World Cup Tequila Sales Skyrocket To All Time High!	2797
HUZLERS.COM	PATRON	As Mexico Loses To Brazil In World Cup Tequila Sales Skyrocket To All Time High!	2797
THISISINSIDER.COM	JOSE CUERVO	Jose Cuervo just released a ready-to-drink millennial pink margarita — and it's perfect for rosé lovers	1646
DELISH.COM	CASAMIGOS	George Clooney Is The Highest-Paid Actor In The World Thanks To Tequila	1632
ABCNEWS.GO.COM	CASAMIGOS	George Clooney tops Forbes' highest-paid actors list	1044
FOODANDWINE.COM	PATRON	Patron Unveils a New Smoked Tequila	1020
BUSINESSINSIDER.COM	CASAMIGOS	The \$1 billion sale of George Clooney's tequila company just made him 2018's highest-paid actor — here's the story of how the brand was set up by accident	533

As mentioned previously, the top story for tequila brands was linked to George Clooney's involvement with the brand.

That story appeared in half of the top ten list.

Beyond that, we see new products from Jose Cuervo and Patron making the list. Another story about tequila sales skyrocketing because of the world cup also appeared.

Beyond what we saw from our top ten list, the other brands didn't really drive engagements on the web.

Top tequila brands on Facebook Pages

Looking at native Facebook content, Jose Cuervo saw 26x the engagements natively as Casamigos did on the web.

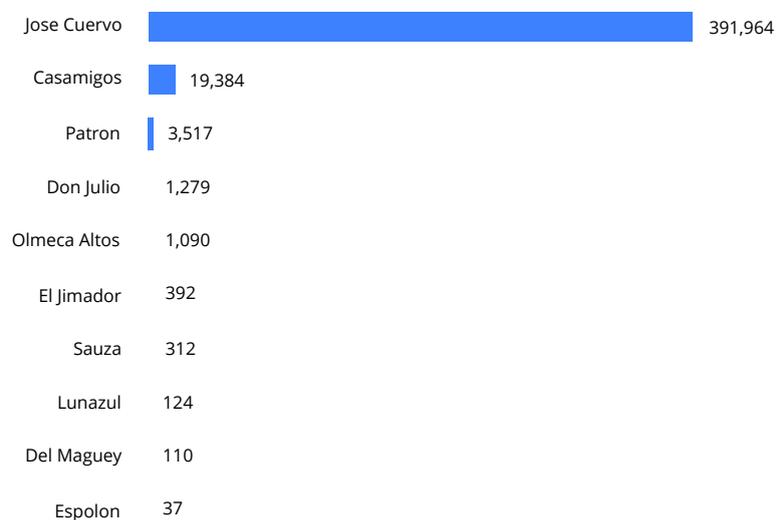
However, as we've seen is frequently the case, most of these engagements are due to just one very viral post.

In this case, Food Network's video for Jose Cuervo drove nearly 387k interactions.

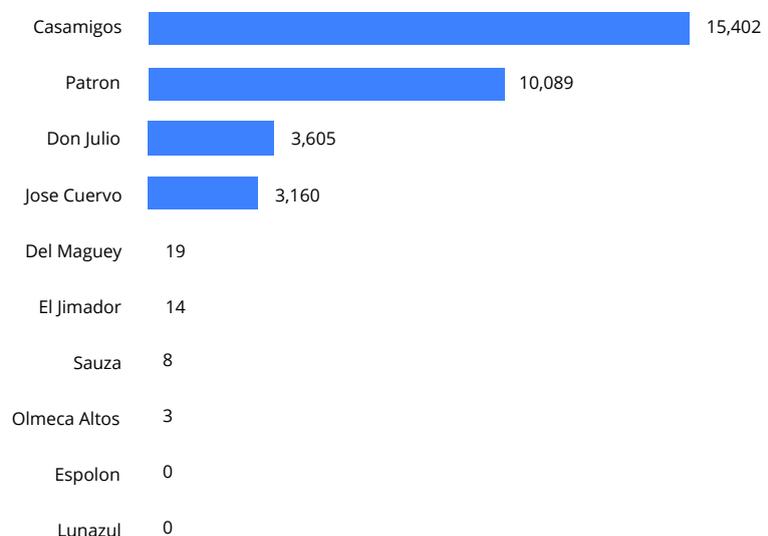
As on web, the top stories for Casamigos had to do with George Clooney's connection to the brand.

The other top posts were generally around Jose Cuervo and \$1 dollar deals for Tequila Day.

Biggest Tequila Brands by Native Facebook Engagements



Biggest Tequila Brands by Social Engagements



Trends for *Liquor-focused content*

What goes viral on the web

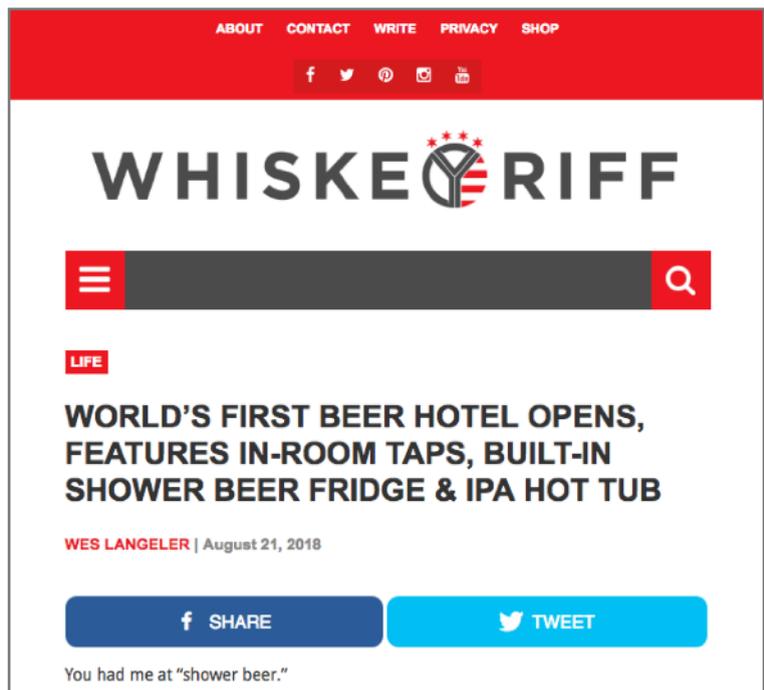


241k engagements

When it comes to spirits on the web, there is a variety of topics that drive buzz among consumers.

We noted:

- Product announcements, especially seasonal or limited edition (or bizarre)
- Recipes and weird concoctions
- Interesting news about the brand



138k engagements

- Business news (acquisitions, tariffs, corporate responsibility)
- Studies about alcohol
- Deals
- Stories with celebrities or influencers
- Alcohol-focused events
- Emerging topics: cannabis

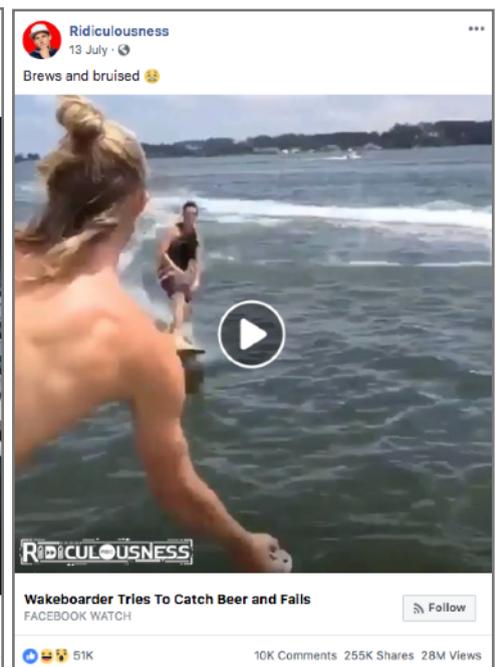
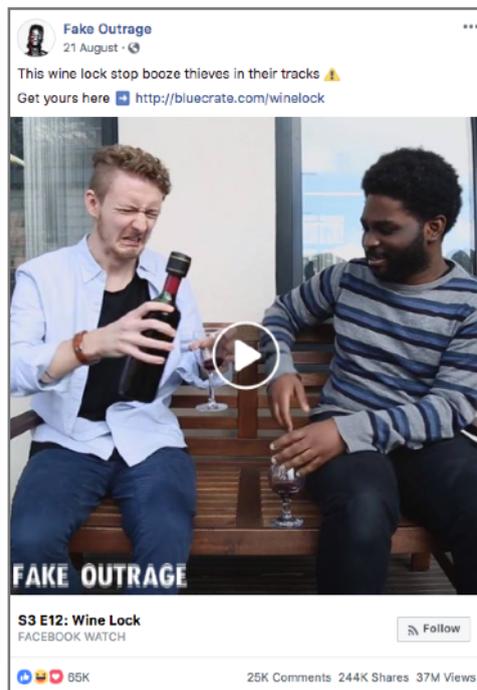
What goes viral on Facebook

On Facebook, the top posts about spirits and alcohol tended to go viral for a few key trends.

In general, videos tended to over perform when compared to other formats, with an average of thousands of engagements for video (2,688 in our analysis of 2018), vs. hundreds on other content types.

We noted:

- Recipes
- Unique products or concoctions
- Behind-the-scenes looks
- Deals
- Celebrity/influencer tie-ins
- Stunt videos

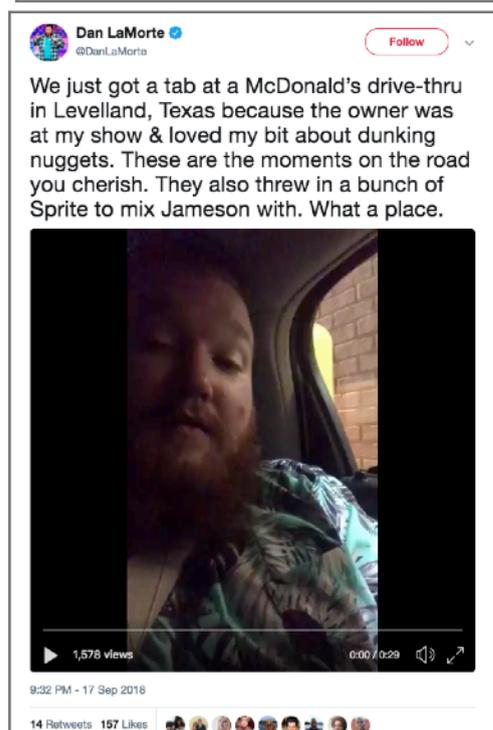
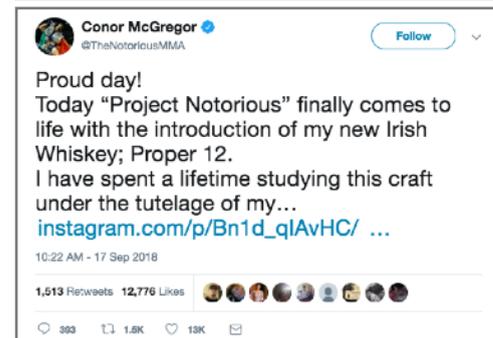


What goes viral on Twitter

What about Twitter? We used NewsWhip Spike to analyze the latest trends for social users tweeting about spirits and alcohol, ranked by retweets and favorites.

We noted:

- Humor
- Celebs & product announcements
- Sports and celebrations
- Opinions and personal anecdotes



What goes viral on YouTube

On Youtube, we've generally seen that audiences can be more receptive to product-focused content than on other platforms.

Here's what we saw for alcohol-focused content trends:

- Recipes, guides, hacks
- Wacky products or ideas (Beer ramen)
- Partnered content with influencers
- Science, explainers, fun facts
- Alcohol-themed travel (Beer hotel)



Hit the Road, Snack: Breckenridge, Colorado | Food52 + Breckenridge Brewery

189,718 views

Food52
Published on 23 Aug 2018

From sampling local craft beers to hiking heart-pounding trails, we've partnered with Breckenridge Brewery to give you a first-hand look at everything Breckenridge, Colorado has to offer.



Vodka Taste Test - Tipsy Bartender

40,630 views

Tipsy Bartender
Published on 24 Aug 2018

BUY TIPSY BARTENDER GEAR: <https://shop.tipsybartender.com/>



How Hipsters Saved PBR - Cheddar Examines

8,744 views

Cheddar
Published on 29 Aug 2018

In 2000 Pabst Blue Ribbon was in a 20 year sales decline. The brand was in trouble so the Senior Brand Manager went to the one place where the beer was selling, Portland, Oregon, the home of the hipsters.

What goes viral on Pinterest

On Pinterest, the trend is similar to what one would expect to see on this platform.

We noted:

- Recipes
- Seasonal-specific ideas
- Bloggers over-performing vs. traditional publishers



4.7k pins

Spotting emerging trends



We can also use social to spot trends as they emerge.

We noticed an increase in users posting about alcoholic beverages combined with pickle juice.

This can be a way to stay on top of new ingredients and drinks and they gain popularity with Snapchat's Millennial and Gen Z audience.

Audience insights for *Liquor-focused content*

Alcohol content trends for business audiences

WEBSITE	HEADLINE	TOTAL
FOXBUSINESS.COM	Boston-area mayor boycotts Sam Adams after founder praises Trump	37016
USATODAY.COM	Alcohol is a leading cause of death, disease worldwide, study says	32049
BUSINESSINSIDER.COM	Heineken is betting on a brew made with marijuana instead of alcohol, and it could help give a boost to the struggling beer industry	31940
BUSINESSINSIDER.COM	The last Blockbuster in America is creating a beer to celebrate its lonely status	24626
MONEY.CNN.COM	Weed, whiskey, Tesla and a flamethrower: Elon Musk meets Joe Rogan	21177
WCVB.COM	Massachusetts mayor won't drink Samuel Adams beer because of founder's meeting with Trump	18726
MSN.COM	Rest of whiskey storage warehouse collapses in Kentucky	15169
MONEY.CNN.COM	Jack Daniel's maker is planning to raise prices because of tariffs	13494
YAHOO.COM	New beer hotel with in-room beer taps and shower beer fridges now open	12130
NPR.ORG	Caught In Tariff War, U.S. Distillers Fear Losing Out On Global Whiskey Boom	11553
USATODAY.COM	Slim & Husky's: 'Pizza beeria' gives Nashville community a slice of fame	11169
CBSNEWS.COM	Hurricane Florence relief: Budweiser cans water instead of beer	9836
NPR.ORG	West Texas Vineyards Blasted By Herbicide Drift From Nearby Cotton Fields	8424
FORBES.COM	The Response To Elon Musk's Cannabis Use Shows That We Have A Giant Double Standard To Overcome	8371
BBC.CO.UK	Corona beer firm pours \$4bn into cannabis	7573

Different audiences respond to different stories, sharing and commenting on what's relevant to them and their interests.

We looked at the top alcohol-focused stories from business and finance publishers in Q3 2018.

Here's what we saw for business-focused content trends:

- Politics' impact on brands
- Health studies
- New products or offerings
- Local news
- Hot topics: GMOs, cannabis

Alcohol content trends for Millennial audiences

WEBSITE	HEADLINE	TOTAL
UNILAD.CO.UK	\$100 Tequila Drink In Mexico Is The Biggest Cocktail You've Ever Seen	240961
WHISKEYRIFF.COM	World's First Beer Hotel Opens, Features In-Room Taps, Built-In Shower Beer Fridge & IPA Hot Tub	137795
LADBIBLE.COM	Aldi Is Selling A Limited-Edition Colour-Changing Gin	62591
SIMPLEMOST.COM	Disneyland Will Sell Alcohol For The First Time In Its 63-Year History	41820
SIMPLEMOST.COM	You Can Enjoy Craft Beer While Riding Through The Rocky Mountains On This Brew Train	40696
WHISKEYRIFF.COM	Captain Morgan Releases New Apple Smash Shot That Tastes Like a Jolly Rancher	36501
SIMPLEMOST.COM	This New Hotel Has Beer Taps In Every Room	34460
UNILAD.CO.UK	Tesco Are Selling Huge Multipacks Of Pink Gin For A Bargain Price	33102
SIMPLEMOST.COM	This Full Marathon Has 23 Wine Tastings Along The Race Route	28989
SIMPLEMOST.COM	Captain Morgan Has A New Pumpkin Spice Rum And It's Perfect For All Fall Cocktails	26815
SIMPLEMOST.COM	Aldi Is Finally Bringing Its Wine Advent Calendars To The U.S.	24977
LOCAL.THEONION.COM	Grocery Store Bar Actually Has Great Little Happy Hour, Reports Man With A Serious Problem	24919
UNILAD.CO.UK	Aldi Launching New 'Magical' Colour-Changing Gin	24345
LADBIBLE.COM	Swedish Brewery Beats Competition To Make 'World's Strongest Gin'	23523
LADBIBLE.COM	Aldi Are Launching Home Delivery - And A New Gin Range	22299

And now for something completely different.

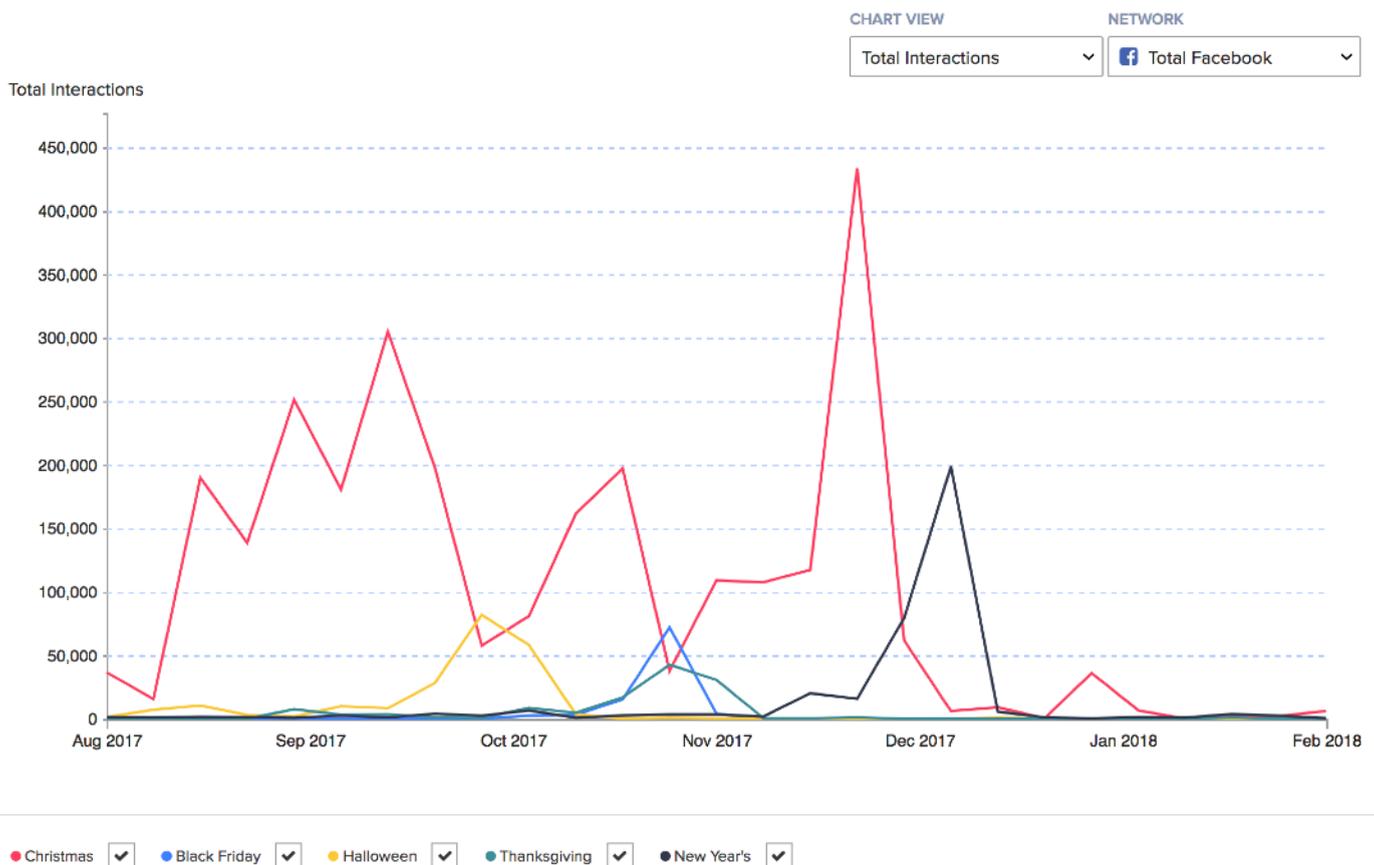
We looked at the top alcohol-focused stories from viral publishers popular with millennial audiences in Q3 2018.

Here's what we saw for viral publishers:

- Alcohol-themed travel
- New and eccentric products
- Seasonal offerings
- Tie-ins to popular brands (Disney, Jolly Rancher)
- Popular topics: cannabis, sports
- Humorous stories (the Onion featured several times)
- Studies

Holiday insights for *Liquor-focused content*

Alcohol-focused Facebook trends during the holidays



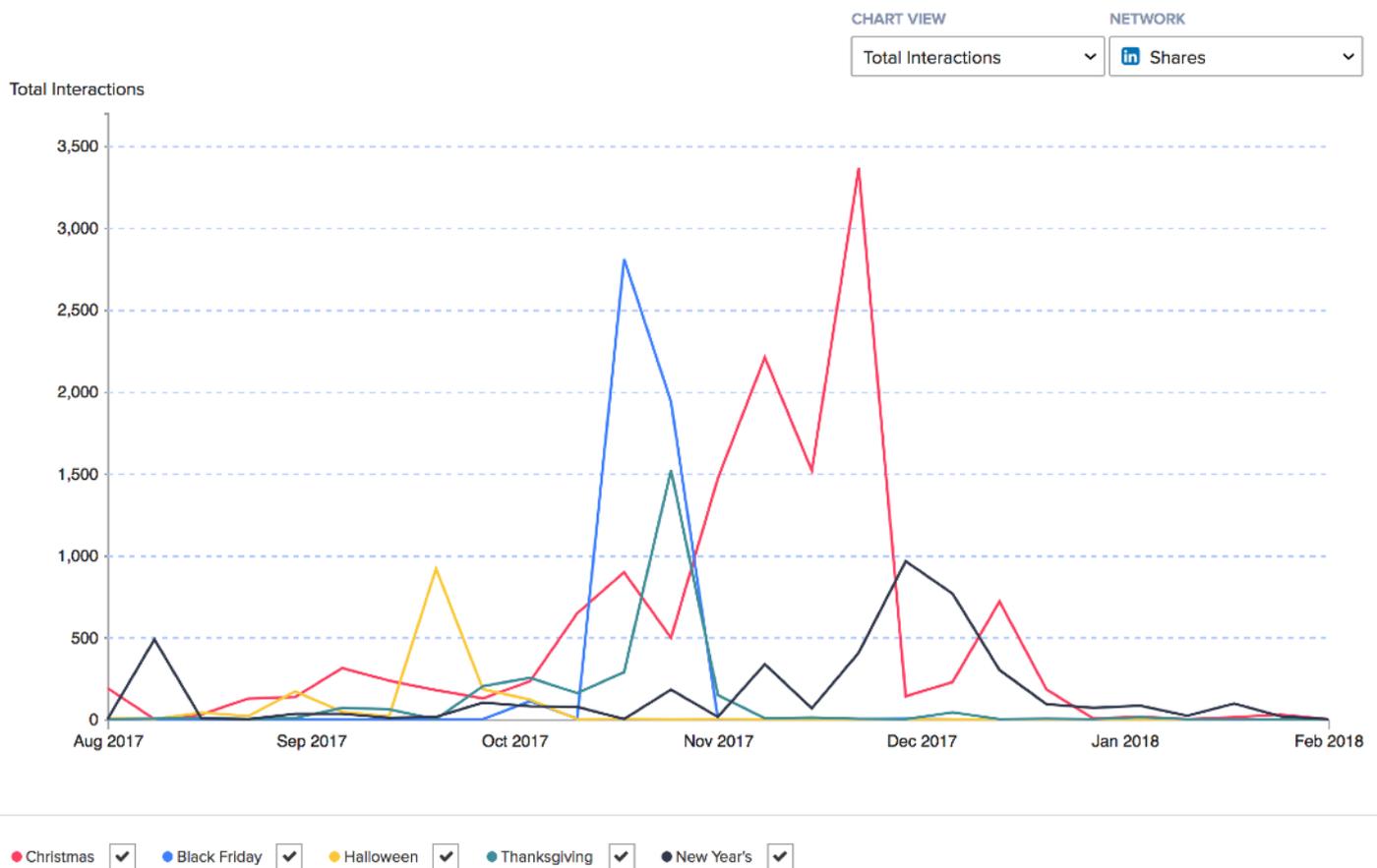
With the holidays fast approaching, we decided to take a look at how people engage with holiday-themed alcohol content on social media.

Our data showed that Christmas-themed alcohol content tended to drive the most Facebook engagements over the holiday season.

The top stories tended to be around alcohol ties to the holiday, strange news, and holiday-themed products. Here are some of the top stories:

- The Best Wines To Pair With Your Halloween Candy, In One Chart (HuffPost)
- Morrisons Wins Black Friday Deals With Impressively Massive Bottle Of Jägermeister (LADbible)
- Whiskey Christmas Ornaments Are Exactly What You Should Be Hanging (liquor.com)
- These Heroes Beat a NYE Alcohol Ban by Building Their Own Private Sand Island (VICE)

Alcohol-focused LinkedIn trends during the holidays



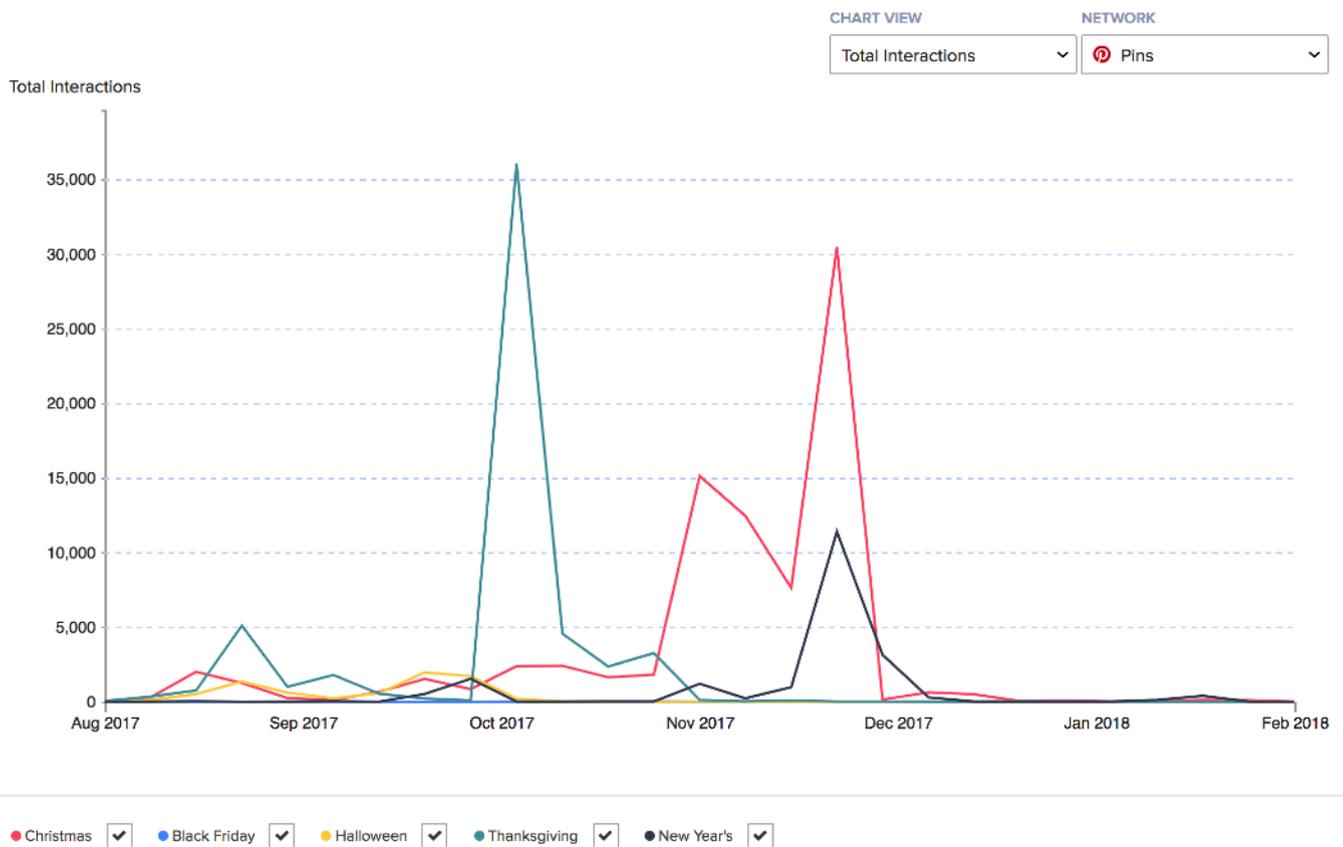
When we looked to how different platforms engaged with holiday-themed alcohol content, there were some notable differences.

Guides, listicles, product announcements, and industry news all performed well on LinkedIn for the holiday season.

Here are a few examples of those stories:

- Svedka Vodka Uses Retargeting to Make Creepy Halloween Ads That Follow You Around (Adweek)
- Lidl announce their first ever Black Friday - and the deals are incredible (mirror.co.uk)
- Forget TVs And Xboxes, These Black Friday Shoppers Camp Out For Beer (Forbes)

Alcohol-focused Pinterest trends during the holidays



Pinterest was fairly straightforward as to what drove shares for holiday-related alcohol content. Recipes, craft, and gift ideas were top on the platform.

Content on this platform tends to spike in engagements well before the holiday.

A champagne-brined Thanksgiving turkey was the top performing article for that holiday by a 5.5x margin.

Here are some of the other top stories:

- Halloween scorpion venom punch (culinaryginger.com)
- Halloween Wine & Liquor Gift Tags (thehappierhomemaker.com)
- Apple Whiskey Sour (selfproclaimedfoodie.com)
- Gluten-Free White Champagne Cupcakes (glutenfreepalate.com)
- Eggnog Martini (wineandglue.com)

What to remember

For creating spirits content

What to remember

Social media and advertising are increasingly colliding, as audiences use social more and more to consume news and media about their favorite spirits brands.

To make sure your brand has an impact, you need to understand how your consumers are engaging around your earned and owned media across the web and social.

Ahead of 2019, keep your focus on these tactics for your spirits-focused content:

- Stir up some excitement with new recipes or product announcements
- Company news and innovations do well
- Take users behind the scenes
- Partner with celebrities and influencers to boost interest

- Stay on top of seasonal trends
- Understand what resonates with your target audience, by monitoring their favorite media outlets and best practices on native platforms
- Don't be afraid to experiment with humor or emerging topics in pop culture
- Make it relevant to your audience: incorporate deals, actionable recipes, or even studies
- Use social data to inform your strategy and hone in on what excites your audience



Want more?

To stay up to date on all our data and insights, join our NewsWhip newsletter [here](#).

Or, to explore the data yourself, take a [demo](#) of NewsWhip's platforms, which fuel our reports.

Thank you!

*Get in touch with questions
at blog@newswhip.com*

Content intelligence predicting which stories will engage audience across social

Our content intelligence database contains the world's most complete set of stories and publishers tracked against every major media network.

NewsWhip is the world's most powerful content strategy platform, empowering the world's leading publishers and brands to predict and understand the stories that will engage audiences.

[Try it now!](#)

How social data can uncover the best headlines:

Recent studies show that **60 percent of social users share just the headline** of an article without reading it. Headlines must carry the story, and be inherently shareable.

But what might have grabbed social users' attention a year ago won't necessarily work today. Crafting a compelling headline has become even more difficult – and now comes at higher stakes too.

To crack the code on compelling headlines, we examined Delish's change in headline strategy. In 2018, the food publisher successfully doubled their Pinterest engagement by re-imagining how headlines can drive shares.

So, how did Delish crack the headline code?

We used NewsWhip analytics to compare Delish's engagement data in 2017 and 2018. We analyzed the publication's engagement metrics across platforms, and focused in on



Delish's stories on Pinterest, where they see the most engagement.

What we found was that from 2017 to 2018, Delish made their headlines much more conversational. The 2018 stories had on average 3.5x more words in their headlines than then top-shared 2017 stories. Put quite simply: **the headline became the story.**

Check out how NewsWhip Data can help you discover the top headline strategy for your audience.

[Try NewsWhip now!](#)